

This listing of claims will replace all prior versions, and listings, of claims in the application.

**Listing of Claims:**

1. (Currently Amended) A method of controlling the functionality of an application program, comprising:

contacting a server;

receiving a response from the server, the response containing a token that is an encrypted hash of said server's domain name;

decrypting said token;

interpreting information contained in said token; and

invoking a level of functionality in said application program in accordance with said token.

2. (Original) The method of claim 1, wherein said application program comprises a web browser and the response includes a document.

3. (Canceled).

4. (Canceled).

5. (Currently Amended) The method of claim [[3]] 1, wherein said token is a digital certificate based on said server's domain name.

6. (Original) The method of claim 1, wherein said level of functionality comprises at least one of scheduling pop-up ads, audio playback, video playback, and plug-in support.

7. (Original) The method of claim 1, wherein said application program comprises a browser control that invokes a viewer.

8. (Currently Amended) A method of affecting the functionality of an application program, said method comprising:

contacting a server;  
requesting a document on said server;  
parsing a response from said server for a token that is an encrypted has of said server's domain name;  
decrypting said token;  
interpreting information contained in said token; and  
invoking a level of functionality in said application program in accordance with said information contained in said token.

9. (Original) The method of claim 8, wherein said application program comprises a web browser and the response includes a document.

10. (Canceled).

11. (Canceled).

12. (Currently Amended) The method of claim [[10]] 8, wherein said token is a digital certificate based on said server's domain name.

13. (Original) The method of claim 8, wherein said level of functionality comprises at least one of scheduling pop-up ads, audio playback, video playback, and plug-in support.

14. (Original) The method of claim 8, wherein said application program comprises a browser control that invokes a viewer.

15. (Previously Presented) A method for content providers to control features that are presented in a browser, said method comprising:

providing a token to a web site;  
associating said token with said web site;  
receiving at said web server a request for information for a web site from a browser;

invoking a level of functionality of said web site at said browser based on a presence or absence of said token.

16. (Previously Presented) The method of claim 15, wherein invoking a level of functionality of said web site at said browser further comprises:

invoking a full level of functionality of said web site at said browser for web sites having one of said tokens; and

invoking a reduced level of functionality of said web site at said browser for web sites not having one of said tokens.

17. (Previously Presented) The method of claim 15, wherein associating said token with said web site and invoking a level of functionality of said web site further comprises preventing unauthorized use of content.

18. (New) The method of claim 15, wherein providing a token to a web site further comprises:

centralizing said tokens under the control of a centralized vendor; and  
collecting a fee from web sites for use of said tokens.